

Ultima Foods: The Awards Keep Coming for iögo

Longueuil, February 27, 2014 – Ultima Foods, a Canadian leader in the manufacturing and marketing of yogurt and the owner and manufacturer of iögo, has won another prestigious award that yet again recognizes the company's marketing efforts for the launch its new yogurt brand. At a gala held in Toronto on February 19, Ultima Foods (DentsuBos) was awarded with a **CASSIES Gold** award in the “Events, Seasonal and Short-Term” category for the advertising campaign surrounding the launch of iögo. Each year, the CASSIES honour marketing agencies and advertisers for campaigns that show the cause and effect between advertising and business success.

“We are very pleased with this award. It is a reflection of an entire team that spared no effort to make iögo a unique Canadian brand. We were prepared for the success of our brand and confident that it would find a key place among Canadian consumers. Today, we are seeing true excitement for iögo. With 14.5% of the market share in Quebec and 10.4% in Canada, we are extremely proud of how consumers have received and adopted our products,” stated Gerry Doutré, President and CEO of Ultima Foods.

“These results show that we were right when we wanted to break with the usual industry codes when creating iögo's name, packaging and recipes along with its advertising and communications campaign. Doing so was important, especially considering that iögo is the only 100% Canadian product that is competing with foreign multinational yogurt brands,” explained Lucie Rémillard, Vice President, Marketing for Ultima Foods.

This award rounds out a long list of 28 different honours that the company has received since iögo was launched in August 2012. For example, in September 2013, **Strategy** magazine named iögo one of the five best brands in Canada (Strategy's Brands of the Year) and, in the same month, Quebec magazine **Infopresse** named Lucie Rémillard, Vice President, Marketing for Ultima Foods, as a top personality who made a mark in the communications industry in 2013. Ultima Foods (CASACOM) also won a **Silver Anvil Award** in June 2013 in the “Reputation/Brand Management” category. The Anvil awards are handed out by the Public Relations Society of America in recognition of the best international public relations campaigns.

About iögo

iögo is a brand of yogurt and fresh dairy products that is created, developed and marketed across Canada by Ultima Foods. It is owned by Canadian dairy farmer cooperatives. The creation and innovation behind the brand were guided by the single goal of providing a natural taste. The brand has seven different product lines: iögo, iögo 0% (fat-free yogurt that also comes in a few flavours with stevia extract), iögo Probio (probiotic yogurt that also has lactose-free flavours), iögo Greko (Greek yogurt), iögo Nomad (drinkable yogurt), iögo Zip (tube yogurt that can be eaten frozen) and iögo Nano (fresh cheese and drinkable yogurt for children). All iögo products are gelatine-free with no artificial flavours or colours. They are also preservative-free, except for the iögo 0% line. Thanks to unique recipes, iögo has over 40 flavours. As a pledge that everyone will find something to love in this new product line, all iögo products are part of Ultima Foods' “Satisfaction guaranteed or it's free” policy. For more information about iögo, visit www.iogo.ca or follow us on Facebook and Twitter.



About Ultima Foods

For more than 40 years, Ultima Foods has been a Canadian leader in the manufacturing and marketing of yogurt and fresh dairy products. Headquartered in Longueuil, the company has 750 employees across the country. It has world-class facilities and produces every year at its Granby plant more than 100 million kilos of fresh dairy products that are distributed across Canada. Having developed a veritable yogurt culture in the country, Ultima Foods makes products that are adapted to the tastes and expectations of Canadian consumers by investing in high standards of quality and innovation. Ultima foods develops, manufactures and markets the iögo brand (www.iogo.ca). In addition to its brand, the company owns and operates Olympic-brand dairy products (www.olympicdairy.com). When combining all of its manufacturing operations, Ultima Foods, which is owned by the Agropur and Agrifoods dairy cooperatives, is a major player in the food industry in Canada. For more information about Ultima Foods, visit www.ultimayog.ca or follow us on Facebook.

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